

Rep Order# 8889239 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/25/2012 2:58 PM  
Last Received: 10/25/2012 1:50 PM  
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) DCCC / HORSFORD  
Product Horsford/DCCC  
Estimate# 2250  
Buyer Jesse Demastrie  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 143/149/2250  
Flight Dates 10/26/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR DCCC/HORSFORD. PLEASE CONFIRM.  
THANKS  
STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F,M-TU	500A-600A	8 NEWS NOW	:30	\$225.00	10/26-10/30	2	1	2	\$450.00	
	2	F,M-TU	600A-700A	8 NEWS NOW	:30	\$275.00	10/26-10/30	2	1	2	\$550.00	
	3	F,M-TU	700A-900A	CBS THIS MORNING	:30	\$200.00	10/26-10/30	2	1	2	\$400.00	
	4	SA	500A-700A	CBS THIS MORNING SATURDAY	:30	\$50.00	10/27-10/27	1	1	1	\$50.00	
	5	SU	630A-800A	CBS NEWS SUNDAY MORNING	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
	6	F,M-TU	900A-1000A	LIVE! WITH KELLY	:30	\$300.00	10/26-10/30	1	1	1	\$300.00	
	7	F,M-TU	1000A-1100A	PRICE IS RIGHT	:30	\$450.00	10/26-10/30	1	1	1	\$450.00	
	8	F,M-TU	1100A-1200P	YOUNG & RESTLESS	:30	\$550.00	10/26-10/30	1	1	1	\$550.00	
	9	F,M-TU	1200P-1230P	8 NEWS NOW AT NOON	:30	\$325.00	10/26-10/30	1	1	1	\$325.00	

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	10	F,M-TU	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$375.00	10/26-10/30	1	1	1	\$375.00	
	11	F,M-TU	100P-200P	LET'S MAKE A DEAL	:30	\$375.00	10/26-10/30	1	1	1	\$375.00	
	12	F,M-TU	200P-300P	THE TALK	:30	\$375.00	10/26-10/30	1	1	1	\$375.00	
	13	F,M-TU	300P-400P	ELLEN	:30	\$425.00	10/26-10/30	1	1	1	\$425.00	
	14	F,M-TU	430P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$450.00	10/26-10/30	2	1	2	\$900.00	
	15	F,M-TU	500P-630P	8 NEWS NOW ROTATION	:30	\$1,750.00	10/26-10/30	2	1	2	\$3,500.00	
	16	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$135.00	10/28-10/28	1	1	1	\$135.00	
	17	F,M-TU	630P-700P	INSIDE EDITION	:30	\$325.00	10/26-10/30	1	1	1	\$325.00	
	18	F,M-TU	700P-800P	ET/INSIDER	:30	\$1,225.00	10/26-10/30	1	1	1	\$1,225.00	
	19	SU	700P-800P	60 MINUTES	:30	\$6,000.00	10/28-10/28	1	1	1	\$6,000.00	
	20	F,M-TU	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$600.00	10/26-10/30	2	1	2	\$1,200.00	
	21	F,M-TU	1135P-1237A	LATE SHOW W. LETTERMAN	:30	\$275.00	10/26-10/30	1	1	1	\$275.00	
	22	SA	500P-800P	CBS COLLEGE FOOTBALL	:30	\$2,625.00	10/27-10/27	1	1	1	\$2,625.00	
	23	SU	115P-430P	CBS NFL FOOTBALL-LATE GAME	:30	\$7,700.00	10/28-10/28	1	1	1	\$7,700.00	

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---REPORT TOTALS---

Report Totals: 29 / \$28,860.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$20,360.00 Nov 12: 17 / \$8,500.00

Sales Totals: 29 / \$28,860.00

Station Totals: 29 / \$28,860.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$96,200	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+